

POULDER ESTATE DIRECTOR ISSUED

Fourth Revised Edition of Register Is Voluminous Publication.

R. L. Polk & Co. has just completed the delivery of the fourth revised edition of Polk's Real Estate Register and Directory of the United States and Canada.

The directory contains the names and addresses of all real estate dealers and agents, and abstractors of land titles, alphabetically arranged, first by postoffice, then by names; also special lists under the different classifications of those affiliated with the real estate business. The lists are compiled by states, territories and provinces, affording ready reference to any section of the country. In addition to the names, the directory contains a miscellaneous department, which includes an index map, speedily prepared and brought down to the latest date possible; a descriptive sketch of each state, with population of incorporated cities and towns, according to the United States, or latest census; a list of the commissioners of deeds in each state; a statement showing the area and locality of United States and public lands, with a brief description of their character and a digest of the laws of each state affecting real estate.

This publication, issued in form similar to the directories that have made the house of Polk so widely known, contains many features that make it a valuable publication, not only to real estate men, but business interests generally. Altogether, it is a practical, thorough and comprehensive index, indispensable to the progressive real estate operator.

The National Association of Real Estate Exchanges has made the publication of the National Real Estate Journal, for the purpose of elevating real estate business and real estate interests generally, and with the object of uniting and bringing real estate men in closer touch with each other.

There is no line or trade, nor profession, without its official organ, and there is none so vitally important to the welfare of such a useful agency of publicity, as real estate. The first edition of the Journal is now in course of publication, and a copy of which will be mailed to every member of the National Association of Real Estate Exchanges, and will be sent generally to real estate men throughout the United States. Its columns will contain information of vital importance to the real estate operator, among other things, the following: Editorial, real estate news from the principal cities, work of the real estate exchanges, answers to inquiries concerning real estate from subscribers, special articles written by officers and members of the association, etc.

It is confidently expected that the intelligent direction of effort and the expenditure of large sums of money with the earnest assistance and co-operation of real estate men throughout the United States, that the National Real Estate Journal will become a power of influence for the upbuilding and promotion of the real estate interests throughout the United States.

R. L. Polk & Co., having been brought into close proximity with the real estate interests through the medium of the National Real Estate Directory, are probably better equipped to handle the publication of such a journal than anyone else the association could have selected to take charge of its official organ.

MANY HOMES ARE SOLD

Deals, totalling \$40,000, closed during past two weeks. Are Reported by Burt & Carlquist.

The firm of Burt & Carlquist reports the following sales recently closed through their office, amounting to about \$40,000.

O. H. Kister to A. J. Fluke, residence on South West Temple; Co-operative investment association, fine building lot on the northeast corner to Mary M. Thompson; modern home on Lincoln street, from Mary Howard to Eleanor Broderick; four-room modern residence on Eighth South, near West Temple, to Edward Scholz; house on East Second South, Samuel D. Lee to Mary Jensen; four-room residence to John Hulderstrom; a four-room house, modern, on Blaine avenue, from the Deseret Mutual investment company to James Morris; four choice lots east of Liberty park, from Elizabeth Webb to Hyrum H. Evans; fine lot on Lake street to Soren N. Jacobson; nice building lots on Washington avenue to Henry Lueder and Julian Larcher; seven rods of fine trackage property on Third West street to a local investor; northeast corner lot to Ellen Werner, from the Co-operative investment company; four-room modern house on Blaine avenue, Alex. Sommer, \$2,400; Deseret Mutual investment company to Owen S. Hardy, four-room modern house, \$2,500; F. R. Fletcher to Andrew Ruckert, five-room house on Eighth West street, \$2,600; Granite Investment company to William Hawkes, five-room cottage on McClelland avenue, \$2,600.

FOURTEEN LOTS SOLD

George M. Cannon company reports the sale of fourteen lots in Emerson Heights and University Heights during the past week. The spring season will be a record-breaker in the sale of subdivision addition lots is the forecast of this firm.

Mr. Cannon says that the firm is now engaged in the platting of a new subdivision to be known as University Heights addition No. 2. This adjoins University Heights proper on the north, near Fifth and Sixth streets, and extends to the south, near Third and Fourth streets. The new subdivision was to have been known as Nob Hill, but a change of ownership resulted in a change of name.

The firm reports several large deals for acreage property on and also negotiations for trackage property. Considerable inquiry is noted in West Third South street property, due to the completion of the union station of the Denver & Rio Grande and the Western Pacific railroads.

DEAFNESS CURED By New Discovery

"I have demonstrated that deafness can be cured."—Dr. Guy Clifford Powell.

The secret is to use the mysterious and invisible nature forces for the cure of Deafness and Head Noises has at last been discovered. Scientist, Dr. Guy Clifford Powell. Deafness and Head Noises disappear as if by magic under the use of this new and wonderful discovery. He will send all who suffer from Deafness and Head Noises full information how they can be cured, absolutely free, no matter how long they have been deaf, or what caused their deafness. This marvelous treatment is so simple, natural and certain that you will wonder why it was not discovered before. Investigators are astonished and cured patients themselves marvel at the quick results. Any deaf person can have full information how to be cured quickly and cured to stay cured at home without investing a cent. Write today to Dr. Guy Clifford Powell, 586 Bank building, Peoria, Ill., and get full information of this new and wonderful discovery, absolutely free.

Attention Sick Women

If you had positive proof that a certain remedy for female ills had made many remarkable cures, would you not feel like trying it?

If during the last thirty years we have not succeeded in convincing every fair-minded woman that Lydia E. Pinkham's Vegetable Compound has cured thousands and thousands of women of the ills peculiar to their sex, then we long for an opportunity to do so by direct correspondence. Meanwhile read the following letters which we guarantee to be genuine and truthful.

Hudson, Ohio.—"I suffered for a long time from a weakness, inflammation, dreadful pains each month and suppression. I had been doctoring and receiving only temporary relief, when a friend advised me to take Lydia E. Pinkham's Vegetable Compound. I did so, and wrote to you for advice. I have faithfully followed your directions and now, after taking only five bottles of the Vegetable Compound, I have every reason to believe I am a well woman. I give you full permission to use my testimonial."

Mrs. Lena Carnocino, Hudson, Ohio. R. F. D. No. 7.

St. Regis Falls, N. Y.—"Two years ago I was so bad that I had to take to my bed every month, and it would last from two to three weeks. I wrote to you for advice and took Lydia E. Pinkham's Vegetable Compound in dry form. I am happy to say that I am cured, thanks to your medicine and good advice. You may use my letter for the good of others."—Mrs. J. H. Bryere, St. Regis Falls, N. Y.

There is absolutely no doubt about the ability of this grand old remedy, made from the roots and herbs of our fields, to cure female diseases. We possess volumes of proof of this fact, enough to convince the most skeptical.

For 30 years Lydia E. Pinkham's Vegetable Compound has been the standard remedy for female ills. No sick woman does justice to herself who will not try this famous medicine. Made exclusively from roots and herbs, and has thousands of cures to its credit.

Mrs. Pinkham invites all sick women to write her for advice. She has guided thousands to health free of charge. Address Mrs. Pinkham, Lynn, Mass.

DEMAND FOR MONEY CONTINUES STRONG

Business in Banking Circles Is Good, as Also in Other Lines.

Business in all lines during the past week has been good, notwithstanding the cold snap which fastened the city in its grasp. The local money situation remains satisfactory, with the demand for money still unabated. The banks are expecting a strong demand when the spring building season opens up.

While the demand for money has continued strong and unabated, there has been no disposition on the part of the banks to boost the rates of interest. One of the most notable events of the week in banking circles was the notification from the controller's office at Washington to the National Copper bank of this city of the issuance of its charter.

Business continues good in the hardware line, with the spring goods being quite liberally of spring goods, and collections fair. Among the spring goods being shipped at present are garden and small agricultural implements, garden hose and wire fencing. The demand for saddlery goods is reported to be strong, and spring goods of all kinds are being sold in considerable quantity. Automobile supplies are being called for more than ever; so are paints, oils and glass.

No changes over conditions the week previous are reported by the lumber trade, though there is promise of a general advance in prices before spring opens up and building operations begin. Congestion of freight traffic in the northwest is causing delay in the shipments of lumber. All indications point to a record year in the cement business.

Dry Goods Trade. Spring goods are reported by the wholesale dry goods trade to be arriving steadily from eastern mills. Business, generally, during the past week was of a gratifying nature. As soon as goods are received the bulk of them are shipped out to the retail dealers throughout the country tributary to Salt Lake.

In the dress goods market dealers report sales in all grades to be selling well for spring, with broadcloths more popular for the fall. Coarser goods are selling freely. Rough-faced woolsens and coarse-grain worsteds have a strong backing for the fall, while it is believed that staple cloaking will also be in strong demand. All the eastern garment houses are busy filling orders for the eastern season, with a call for separate skirts for spring. Some houses, making a specialty of cloaks, jackets and capes, report supplementary orders being largely received from traveling men. For summer the lingerie frock is a popular model; two-piece street costumes are also selling freely. For formal functions the train skirt is again coming into prominence. The knit wool goods market is active, especially in underwear, while the trade in hosiery is steady.

Unfavorable weather caused a slight falling off in the business of the retail dry goods merchant is the report of the trade. Business on the whole, however, was better than for the corresponding week of last year. Special sales still continue to be active among the trade. At the present time linen and embroidery sales are the favorites.

ACTIVITY IS PREDICTED
Cannon & Cannon Say That Spring Holds Much in Promise.

In spite of the fact that this is a dull season of the year, so far as general real estate activity is concerned, the firm of Cannon & Cannon reports considerable activity in the sale of addition property. During the past week twenty lots were sold in Hill Crest, the addition on Thirtieth South and Tenth East streets.

Hill Crest consists of 112 building sites, equal to about 25 ordinary sized lots, and of this number all but thirty have been sold. The firm believes that all that is necessary to cause people to get the buying fever is a little good weather. With the opening of spring weather great activity is predicted by this company.

NEW SUBDIVISION WILL BE PLATTED
The Burlington tract, consisting of thirty acres of land, between Tenth and Eleventh South and Seventh and Ninth East streets, has been purchased by H. C. Hoffman and E. E. Hoffman, comprising the firm of Hoffman Bros., from E. B. Wicks, for \$75,000. It is the intention of the new owners to subdivide and place it on the market in building sites.

This piece of property is considered most desirable for subdivision purposes, as it is comparatively close in, and well located on two car lines. It is said that it is about the last piece of any size left within the city limits suitable for subdivision purposes.

The property is situated on a gentle sloping eminence, and the town business district may easily be seen from almost any part of the ground. The Ashton car line passes the property along Ninth East street and the Wandamere car line on Seventh East street.

Extensive improvements are planned by Hoffman Bros. Before all the work of improvement is completed it is estimated that \$100,000 will be spent. Streets graded, water and sewer and gas mains laid and a number of handsome residences erected in the vicinity.

This purchase was only made after Hoffman Bros. had thoroughly been convinced that this was the best city in which to make an outlay of this amount of money in subdivision property. After investigating the best city in which to invest in Portland, Spokane, Tacoma, Denver and Seattle, they found that they were almost double what are being asked in Salt Lake.

The new subdivision will be the fourth which Hoffman Bros. have put on the market in Salt Lake. During the time they have been in business here they have constructed over 200 homes on these various subdivisions.

The plan of platting the tract is now under way and within a short time a name will be selected for it.

\$3.50 Recipe Cures Weak Men -- Free

Send Name and Address Today
—You Can Have It Free
and Be Strong and Vigorous.

I have in my possession a prescription for nervous debility, lack of vigor, weakened manhood, falling memory and lame back, brought on by excessive, unnatural drains, or the follies of youth, that has cured so many worn and nervous men right in their own homes—without any additional help or medicine—that I think every man who wishes to regain his manly power and vigor should have a copy. So I have determined to send a copy of the prescription, free of charge, to any man who will write me for it.

This prescription comes from a physician who has made a special study of men and I am convinced it is the surest acting combination for the cure of deficient manhood and vigor failure ever put together.

I think I owe it to my fellow man to send them a copy in confidence, so that any man anywhere who is weak and discouraged with repeated failures, may find a remedy for his weakness. I have tried many medicines, but I believe the quickest acting restorative, upbuilding, and invigorating remedy ever devised, and so I send it to you free of charge.

A great many doctors would charge \$5.00 to \$5.00 for merely writing out a prescription like this—but I send it entirely free.

REAL ESTATE NOTES.

A. H. Crabbe, manager of this city, left yesterday for a tour of the Pacific coast, going first to Los Angeles, then to San Francisco, Portland, Seattle, and inland to Butte, Mo., and Boise, Idaho. Mr. Crabbe was accompanied by his wife and children as far as Ocean Park, Cal., where they will remain until early summer.

AGE OF BRICK WITH ITS MANY FASHIONS

(Continued From Page One.)

of texture desired. Brick veneers being mostly in three classes, sand-blasted, smooth-face brick and vitrified brick.

Sand-mould brick are the softest and cheapest, the easiest to lay in cold weather, the quickest to lay at all times, but are less attractive and less permanent than other veneers. The most commonly used brick for veneer is a smooth-face, hard-burned brick, which can be obtained in a great variety of colors, some being clear colors, others having a mottled effect, which comes from the clay with which they are manufactured, known as iron clay, producing black or dark brown spots in the face of the brick, the body of both of these bricks usually running from a yellow to a dark terra cotta, with no two bricks exactly alike.

Vitrified brick, to which class belong the common paving brick, are hard, almost impervious to moisture, difficult to lay, but very permanent and when used in their place properly are attractive. Manufacturers usually carry about eight different shades of vitrified brick. The darker shades are harder, also a little smaller in size. This variation in color usually comes from the style and the kiln. Those nearest to the fire burn the hardest, shrink the most and become the darkest. The lightest brick in color shrink the least and are farthest from the fire.

No set rule can be established for the selection of brick, the style of the house or building, the climate, the color of brick selected. Most people make their selection by local custom and to see where they can find a home (or a building) similar to their home, having a brick exterior which pleases them, and make their selection accordingly.

It is often difficult, however, to find a building both similar in style and having a brick that is the best. It is therefore best, both to save time and to be sure of good results, to take the matter into the hands of an architect. An architect is such by reason of the fact that born in him is the ability to design, and an architect worthy of the name does not need to look at other buildings in order to select the proper materials. He designs a building, and his plans and specifications are merely the mechanical means of having his building constructed by the workmen. In other words, an architect is an artist who paints with materials.

A perfectly plain building never looks as well as one in which there is a slight variation of color. This is true of all things which are beautiful. An artist's eye craves variety. The bluish on a maiden's cheek would not be charming if it were a fixed color over her entire face.

When a perfectly plain or even color is used a variety can be obtained in the wall by using a mortar bed of a slightly different shade, but in harmony with it. Few people realize how important a feature a mortar joint is. It makes a great deal of difference as to what its color is, whether it is wide or narrow, deep struck or shallow. For perfectly smooth bricks a narrow joint is preferable. For bricks with a rugged face and sand mold brick a wide joint, deep struck, or one entirely cleaned out to a depth of one-half inch is preferable. This latter method gives the bricks a chance to cast a shadow over the joint and assists in giving a variety of color to the wall.

A variety is made in three ways obtained by using vitrified brick of slightly different shades of the same color. This is something to be desired, but when used in proper relation to the design is very attractive, but few houses can stand this treatment. They must be of the Tudor Gothic style being one style in color and another in appearance. These bricks, sometimes used as tapestry bricks, run through various shades of copper, blue, brown, green, and red, to deep blue. A brownish-gray, running into cream-and-coffee shades, deep russets and deep browns, giving in mass the effect of old ivory, are sometimes used.

Fads in Brick.

In the English style some very rugged bricks are sometimes used. There is one which is known as the raddop brick, which has the appearance of having been thrown out into the backyard while soft during a rain storm. It has very little shape and very deep indentations to indicate where the raindrops are supposed to have hit it. This brick is one of the most popular of the English style, but in proper hands gives a pleasing effect.

When one comes to compare the actual difference in cost between a brick-walled house, and even an entirely fireproof house, with the old style of frame construction, it is surprising to find, of course, to the rapidly rising price of lumber what little difference of costs actually is. They must be of the Tudor Gothic style being one style in color and another in appearance. These bricks, sometimes used as tapestry bricks, run through various shades of copper, blue, brown, green, and red, to deep blue. A brownish-gray, running into cream-and-coffee shades, deep russets and deep browns, giving in mass the effect of old ivory, are sometimes used.

Most houses nowadays are built on the principle of economy. The prospect of building a house is one of the fact that for a slight increase in cost and more care in construction the life of a house can be greatly extended, and that the saving in repairs alone will more than offset the additional expense. A brick house will greatly increase the value of the property on which it stands, and the property around it. To build a brick house is to build a house that will last, and that the children can enjoy. Fireproof, a thing of beauty to them, as it will be to you, to say nothing of the added security, the appearance of substantiality and ready salability. The additional cost is nominal.

FLAT BUILDING PLANNED

Pretentious Structure Will be Erected for H. L. Nelson by Eardley-Ball-Cannon Association.

The Eardley-Ball-Cannon association reports the real estate market as already showing signs of spring activity. The opinion is held by this firm that the building record will eclipse that of last season, especially in the erection of homes.

The firm reports the sale to H. L. Nelson of the land office of the New York Life insurance company of the two-and-a-half-lot at the southeast corner of Fifth avenue and B street. Mr. Nelson has the ground of a flat building on this ground and the piece adjoining it on the north. Work on this building will commence in the spring or early summer.

The cement foundation for the four-apartment flat now being erected for O. H. Hewitt on Seventh South street, between State and Second East streets, is well under way.

Plans have been drawn and contracted for the erection of a four-room cottage for Evan Arthur on Canyon street and Second avenue, at an estimated cost of \$2,100.

Plans have also been drawn for a double house to be erected for Harry Jones on Second East street, between Seventh and Eighth South streets.

Through the efforts of Eardley & Ball there has been organized during the past week the Wasatch Realty company for the purpose of erecting a flat building on the corner of Fifth and B streets. The officers are: I. B. Ball, president; W. Scott, secretary and treasurer. The board of directors consists of Hugh Cannon, Ben Birkenshaw, John Halvorsen, Otto Buckler, W. Scott, Weller, I. B. Ball and Orson West.

ROYAL W. DAYNES, manager of the Consolidated Music company of this city, left yesterday for a tour of the Pacific coast, going first to Los Angeles, then to San Francisco, Portland, Seattle, and inland to Butte, Mo., and Boise, Idaho. Mr. Daynes was accompanied by his wife and children as far as Ocean Park, Cal., where they will remain until early summer.



The Game of Comparison

Is The Most Natural

—most human way of determining your likes and dislikes.

Right after drinking some other beer, call for a bottle—or a glass—of BLATZ. Sip it slowly—give your palate a chance to do justice to the occasion. Do this the first chance you get.

You will find that you are quite a connoisseur. You will be able to judge just as well as anybody else.

You will be surprised and gratified at the delightfully "complete," well-rounded, satisfying taste which has ever been an exclusive BLATZ feature. Comparison emphasizes BLATZ character, and its unfailing, unvarying excellence. Be your own judge.



VAL BLATZ BREWING CO. MILWAUKEE, WIS.

BUSINESS DEMAND INCREASING RENTS

(Continued From Page One.)

Five years ago the property just north of the Boston building, now occupied by the Felt building, could be purchased at \$500 per front foot. At the present time this property is said to be worth \$2,500 a foot. Across the street, on what is known as the Bamberger corner, recently purchased by the Walkers, property was then worth about \$800 per front foot. For every six feet of ground on this corner the Walkers paid \$225,000, or at the rate of \$3,400 per front foot. This is illustrative of the phenomenal increase of values in certain portions of the city.

The growth of values in the upper Main street district have not been quite so phenomenal as in the lower Main street district, but still have been enough to stir things up a bit. Ezra Thompson bought property north of the Tribune building five years ago for \$1,025 a foot, and this property is today said to be worth better than \$2,500 a front foot.

With the great increase in realty values, it is little wonder that the rents have been raised. It is extremely probable, too, that so long as the property values are on the upgrade the rents will increase correspondingly.

Water mains, curbed and guttered streets, cement walks.

STRICT RESIDENCE RESTRICTIONS

Buy one of these lots now for your summer building!
LOTS 41 1-4x173 feet. \$850 AND UP.

AN IDEAL PLACE FOR A HOME.

ASHTON-JENKINS CO.

Mortgage Bankers. No. 47 Main Street.

The Alliance Investment Co.

Real Estate and Investment Brokers
T. E. Newman, Manager.
63 Main Street.

REFLECTIONS ON HIS NOSE

It Was a Red One Before Poslam Completely Cleared the Skin.

Because of the numerous reflections on his red nose many a man possessed of that affliction has determined to rid himself of it, and has done so quickly through the use of a little poslam, the new skin remedy, naturally flesh-colored, which heals and hides skin imperfections. Although primarily a remedy for eczema—stopping the itching with first application and rapidly restoring the health of the skin—poslam shows immediate and surprising results when used for less serious skin affections, such as pimples, rash, blotches, inflammations, etc. Used after shaving it will soothe and tone up the skin as no toilet preparation could possibly do.

According to the uses for which it is employed, poslam may be purchased in 50-cent boxes or \$2 jars at F. J. Hill Drug Co. and all drug stores. A free sample which will demonstrate its marvelous work will be sent upon request to any one who will write to the Emergency Laboratories, 32 West 25th street, New York City.

Don't try to take so many tasks from the want ads—but let the want ads take a lot of your tasks from you. Such tasks, for example, as servant hunting, furnished room hunting, tenant hunting, stenographer hunting, etc.